



WHAT IS CLAIMED IS:

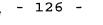
: 1. A method for driving an image display device which includes a plurality of pixel electrodes which are formed on a substrate, pixel switching elements which are individually connected to /the pixel electrodes, a plurality of signal lines for applying a data signal according to a display image to the pixel electrodes, and a common electrode for applying a common potential to pixels, said method controlling a voltage applied to the pixel electrodes in a conduction period of the pixel switching elements according to a pulse width supplied to the signal lines,

wherein the vol/tage applied to the pixel electrodes is less /than a voltage supplied to the signal lines.

- 2. The method as set forth in claim 1, wherein a proportion of a maximum value of the voltage applied to the pixel electrodes with respect to the voltage supplied to the signal lines becomes different depending/on a polarity of the voltage applied to the pixel electrodes.
- 3. The method as set forth in claim 1, wherein the pulse width of a supplied voltage to the signal lines

in the conduction period of the pixel switching elements becomes different depending on a polarity of the voltage applied to the pixel electrodes, even when displaying the same tone.

- 4. The method as set forth in claim 1, wherein an allocated time for a single scanning line is different for each polarity of the voltage applied to the pixel electrodes.
- 5. The method as set forth in claim 1, wherein, with respect to an image display device having the common electrode for applying a common potential to the pixels and having a plurality of scanning lines for driving the pixel switching elements, liquid crystal is displaced according to a potential difference between the common electrode and the pixel electrodes so as to carry out display, and an amplitude of a voltage supplied to the signal lines is equal to an amplitude of a voltage supplied to the common electrode.
- 6. The method as set forth in claim 1, wherein a maximum value of an amplitude of the voltage applied to the pixel electrodes is in a range of not less than 80 percent and not more than 98 percent of an amplitude of



a voltage supplied to the signal lines.

ackslash 7. A method for driving an image display device, said method applying a voltage between a potential of signal lines and a potential of a common electrode when a potential of scanning lines is ON, and displaying tones by modulating a pulse width of a two-value voltage supplied to the signal lines,

wherein tones are displayed by shifting phases of waveforms of the aignal lines and the scanning lines, and polarities of pixels in a signal line direction are inverted alternately.

8. A method for driving an image display device, said method applying a voltage between a potential of signal lines and a potential of a common electrode when a potential of scanning lines is ON, and displaying tones by modulating a pulse width of a two-value voltage supplied to the signal lines,

wherein tones are displayed by\shifting phases of waveforms of the signal lines and the common electrode, and polarities of pixels in a signal line direction are inverted alternately.

9. The method as set forth in claim 8, wherein the

waveform of the common electrode is off-phase by a certain degree with respect to the waveform of the scanning lines.

- 10. The method as set forth in claim 7, wherein a potential difference between the potential of the signal lines and the potential of the common electrode is maximum at an end of one horizontal period.
- 11. The method as set forth in claim 8, wherein a potential difference between the potential of the signal lines and the potential of the common electrode is maximum at an end of one horizontal period.
- 12. The method as set forth in claim 7, wherein a potential difference between the potential of the signal lines and the potential of the common electrode is minimum at an end of one horizontal period.
- 13. The method as set forth in claim 8, wherein a potential difference between the potential of the signal lines and the potential of the common electrode is minimum at an end of one horizontal period.

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14. A method for driving an image display device,



said method displaying tones by modulating a pulse width of a two-value voltage supplied to signal lines,

wherein an amplitude of scanning lines is varied between positive application and negative application.

15. The method as set forth in claim 14, wherein a difference in amplitude of a voltage supplied to the scanning lines is equal to an amplitude of a voltage supplied to a common electrode.

said method for driving an image display device, said method displaying tones by modulating a pulse width of a two-value voltage supplied to signal lines,

wherein a resistance of a transistor which switches ON or OFF signal application from the signal lines to pixels is increased with time from a beginning to an end of an application time of a single pixel.

17. The method as set forth in claim 16 wherein the resistance of the transistor is varied by varying a gate voltage.

which includes a plurality of pixel electrodes which are formed on a substrate, pixel switching elements

3 3 which are individually connected to the pixel electrodes, a plurality of signal lines for applying a data signal according to a display image to the pixel electrodes, and a common electrode for applying a common potential to pixels,

said driving device applying a voltage between a potential of the signal lines and a potential of the common electrode when a potential of scanning lines is ON, and displaying tones by modulating a pulse width of a two-value voltage supplied to the signal lines,

wherein said driving device includes a signal line driving section for supplying a voltage, not less than a voltage supplied to the pixel electrodes, to the signal lines.

which includes a plurality of pixel electrodes which are formed on a substrate, pixel switching elements which are individually connected to the pixel electrodes, a plurality of signal lines for applying a data signal according to a display image to the pixel electrodes, and a common electrode for applying a common potential to pixels,

said driving device applying a voltage between a potential of the signal lines and a potential of the

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common electrode when a potential of scanning lines is ON, and displaying tones by modulating a pulse width of a two-value voltage supplied to the signal lines,

wherein said driving device includes a signal line driving section for supplying a signal, which is created by shifting a phase of a voltage waveform whose polarity is inverted per one horizontal period, according to tone data of the display image, with respect to a phase of a voltage waveform of the scanning lines, to the signal lines.

20. A driving device of an image display device which includes a plurality of pixel electrodes which are formed on a substrate, pixel switching elements which are individually connected to the pixel electrodes, a plurality of signal lines for applying a data signal according to a display image to the pixel electrodes, and a common electrode for applying a common potential to pixels,

said driving device applying a voltage between a potential of the signal lines and a potential of the common electrode when a potential of scanning lines is ON, and displaying tones by modulating a pulse width of a two-value voltage supplied to the signal lines,

wherein said driving device includes a signal line



driving section for supplying a signal, which is created by shifting a phase of a voltage waveform whose polarity is inverted per one horizontal period, according to tone data of the display image, with respect to a phase of a voltage waveform of the common electrode, to the signal lines.

21. A driving device of an image display device which includes a plurality of pixel electrodes which are formed on a substrate, pixel switching elements which are individually connected to the pixel electrodes, a plurality of signal lines for applying a data signal according to a display image to the pixel electrodes, and a common electrode for applying a common potential to pixels,

said driving device applying a voltage between a potential of the signal lines and a potential of the common electrode when a potential of scanning lines is ON, and displaying tones by modulating a pulse width of a two-value voltage supplied to the signal lines,

wherein said driving device includes a scanning line driving section for varying an amplitude of a voltage supplied to the scanning lines between positive application and negative—application.

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22. A driving device of an image display device which includes a plurality of pixel electrodes which are formed on a substrate, pixel switching elements which are individually connected to the pixel electrodes, a plurality of signal lines for applying a data signal according to a display image to the pixel electrodes, and a common electrode for applying a common potential to pixels,

said driving device applying a voltage between a potential of the signal lines and a potential of the common electrode when a potential of scanning lines is ON, and displaying tones by modulating a pulse width of a two-value voltage supplied to the signal lines,

wherein said driving device includes a scanning line driving section for varying an amplitude of a voltage supplied to the scanning lines so that a resistance of a transistor for switching ON or OFF signal application from the signal lines to the pixels is increased with time from a beginning to an end of an application time of a single pixel.

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23. An image display device which includes a plurality of pixel electrodes which are formed on a substrate, pixel switching elements which are individually connected to the pixel electrodes, a



plurality of signal lines for applying a data signal according to a display image to the pixel electrodes, and a common electrode for applying a common potential to pixels,

said image display device applying a voltage between a potential of the signal lines and a potential of the common electrode when a potential of scanning lines is ON, and displaying tones by modulating a pulse width of a two-value voltage supplied to the signal lines,

wherein said image display device includes a signal line driving section for supplying a voltage, not less than a voltage applied to the pixel electrodes, to the signal lines.

24. An image display device which includes a plurality of pixel electrodes which are formed on a substrate, pixel switching elements which are individually connected to the pixel electrodes, a plurality of signal lines for applying a data signal according to a display image to the pixel electrodes, and a common electrode for applying a common potential to pixels,

said image display devide applying a voltage between a potential of the signal lines and a potential



of the common electrode when a potential of scanning lines is ON, and displaying tones by modulating a pulse width of a two-value voltage supplied to the signal lines,

wherein said image display device includes a signal line driving section for supplying a signal, which is created by shifting a phase of a voltage waveform whose polarity is inverted per one horizontal period, according to tone data of the display image, with respect to a phase of a voltage waveform of the scanning lines, to the signal lines.

25. An image display device which includes a plurality of pixel electrodes which are formed on a substrate, pixel switching elements which are individually connected to the pixel electrodes, a plurality of signal lines for applying a data signal according to a display image to the pixel electrodes, and a common electrode for applying a common potential to pixels,

said image display device applying a voltage between a potential of the signal lines and a potential of the common electrode when a potential of scanning lines is ON, and displaying tones by modulating a pulse width of a two-value voltage supplied to the signal

lines

wherein said image display device includes a signal line driving section for supplying a signal, which is created by shifting a phase of a voltage waveform whose polarity is inverted per one horizontal period, according to tone data of the display image, with respect to a phase of a voltage waveform of the common electrode, to the signal lines.

26. An image display device which includes a plurality of pixel electrodes which are formed on a substrate, pixel switching elements which are individually connected to the pixel electrodes, a plurality of signal lines for applying a data signal according to a display image to the pixel electrodes, and a common electrode for applying a common potential to pixels,

said image display device applying a voltage between a potential of the signal lines and a potential of the common electrode when a potential of scanning lines is ON, and displaying tones by modulating a pulse width of a two-value voltage supplied to the signal lines,

wherein said image display device includes a scanning line driving section for varying an amplitude

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of a voltage supplied to the scanning lines between positive application and negative application.

27. An image display device which includes a plurality of pixel electrodes which are formed on a substrate, pixel switching elements which are individually connected to the pixel electrodes, a plurality of signal lines for applying a data signal according to a display image to the pixel electrodes, and a common electrode for applying a common potential to pixels,

said image display device applying a voltage between a potential of the signal lines and a potential of the common electrode when a potential of scanning lines is ON, and displaying tones by modulating a pulse width of a two-value voltage supplied to the signal lines,

wherein said image display device includes a scanning line driving section for varying an amplitude of a voltage supplied to the scanning lines so that a resistance of a transistor for switching ON or OFF signal application from the signal lines to the pixels is increased with time from a beginning to an end of an application time of a single pixel.

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28. An activematrix-driven image display device including an image display panel for displaying an image by switching by a plurality of active elements, comprising:

a voltage varying circuit for varying a voltage of a signal for driving the active elements according to temperature change of the image display panel, so as to carry out temperature compensation of the active elements.

- 29. The image display device as set forth in claim 28, wherein said image display panel is a liquid crystal display panel.
- 30. The image display device as set forth in claim 28, comprising a temperature detector for detecting temperature change of the image display panel.
- 31. The image display device as set forth in claim 28, wherein said image display panel carries out tone display by phase modulation driving.
- 32. The image display device as set forth in claim 28, wherein an applied voltage of a scanning signal is varied according to temperature change of the image

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display panel.

- 33. The image display device as set forth in claim 28, wherein an applied voltage of a common signal is varied according to temperature change of the image display panel.
- 34. The image display device as set forth in claim 28, wherein an applied voltage of a tone signal is varied according to temperature change of the image display panel.
- 35. The image display device as set forth in claim 28, further comprising:

a step-up circuit for stepping up a signal voltage for driving the active elements,

said signal voltage for driving the active elements being stepped up by the step-up circuit after being varied by the voltage varying circuit.

36. A driving device of an activematrix-driven image display device having an image display panel for displaying an image by switching by a plurality of active elements,

said driving device comprising:

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a voltage varying circuit for varying a voltage of a signal for driving the active elements according to temperature change of the image display panel, so as to carry out temperature compensation of the active elements.

37. A driving method of an activematrix-driven image display device having an image display panel for displaying an image by switching by a plurality of active elements,

wherein a voltage of a signal for driving the active elements is varied according to temperature change of the image display panel, so as to carry out temperature compensation of the active elements.